

The 34th Shanghai International
Hospitality Equipment & Foodservice Expo

HOTELEX Shanghai

30th March - 2nd April, 2026

National Exhibition & Convention Center (Shanghai)



Guiding Unit:

Shanghai Municipal Administration of Culture and Tourism

Organizer:

China Tourist Hotels Association

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Co-organizer:

The World Federation of Chinese Catering Industry

All China Bakery Association

Shanghai Restaurants Cuisine Association

Co-located:

OVERVIEW

HOTELEX Shanghai, guided by the Shanghai Municipal Administration of Culture and Tourism, is one of the three landmark events of the 14th Five-Year Plan period and a key component of "Tourism Plus Shanghai." The event will take place at the National Exhibition and Convention Center in 2026, with an expected exhibition scale of 400,000 square meters.

It will attract over 300,000 professional visitors from sectors such as hotel catering, supermarket retail, leisure dining, food and beverage trade, catering investment, and tourism and leisure channels, fostering business exchanges and networking opportunities. Additionally, the exhibition will feature more than 3,000 exhibitors.

The exhibits will comprehensively cover the entire supply chain of the hospitality equipment and foodservice industry, aiming to create an open, efficient, and global communication platform for related enterprises worldwide.



400,000M²
EXHIBITION AREA

300,000+
VISITORS

3,000+
EXHIBITORS

50+
EVENTS

Industry Distribution of Visitors

Massive visitors data, scientific marketing tools, and precise targeting of potential buyers.

18.91%	Chinese restaurants/Exotic cuisine/Hot pot restaurants/Snack shops/Fast food restaurants/BBQ restaurants
13.28%	Light meal shops/Bakeries/Pastry shops/Pizza restaurants/Cake shops/Ice cream and chocolate specialty stores/Dessert shops
11.10%	Hotels/BnB
8.61%	Cafés/Coffee shops
7.83%	Tea beverage shops/Tea rooms
6.96%	Service providers/Consulting services/Full-scale planning/Business training/Vocational skills training
5.45%	Manufacturers/Producers/Source factories
4.52%	Importers & exporters/Dealers/Distributors
4.42%	Supermarkets/Convenience stores/Department stores/Duty-free shops/Specialty stores
3.54%	Food service design/Packaging design/Food design
2.54%	Group meal suppliers/Event catering services/Government & enterprise canteens/Airlines/Cruise ships/Railways
2.29%	Chain franchise brand owners
2.23%	Bars/Clubs/Entertainment venues
1.93%	Private kitchens
1.16%	E-commerce platforms/Online shops/Live streaming organizations
1.08%	Investment institutions/Brand incubators
0.73%	Media
3.42%	Others





Partial Buyers

/ For Beverages /

MIXUE	Shuyi Tealicious	CHAGEE	LELECHA
Goodme	LALA	A Little Tea	Seven Cents Sweet
Auntea Jenny	CoCo	NAIXUE	DAKASI
Chabaidao	HEYTEA	LINLEE	

/ For Hotel /

Marriott Hotel Group	Dong Fang Hotel
InterContinental Hotels Group PLC	Wanfeng Hotel
Holiday Inn	The Presidential Hotel Beijing
Wyndham Hotel Group	Saint-Tropez Hotel
SOFITEL	Jinling Purple Mountain Hotel Shanghai
Shangri-La Hotel	Hangzhou Bay Universal Hotel
Hotel Confort	Hengshan Garden Hotel
Radisson	Hotel Equatorial Shanghai
The Crown Hotel	LN Garden Hotel Foshan Guangdong
Ritz Carlton Hotel	Changbai Mountain Wanda International Resort
Wellton Royal Garden Hotel	Shanghai International Convention Center

/ For Catering /

McDonald's	Dicos
KFC	YANGGUOFU
Subway	Xibei Youmian Village
Domino's Pizza	ORIGINAL CHICKEN
Burger King	Tastien
Pizza Hut	GLL WONTON
Haidilao Hot Pot	King Yonghe
Papa John's	Tai 2 Chinese Sauerkraut Fish
Kungfu	ZIYANFOODS
Little Sheep	Miniyeh
Ajsem Ramen	

/ For Retail /

Wal-Mart	Family Mart
JD.com	7-ELEVEN
Yonghui Superstores	Wumart
CR Vanguard	Metro
RT-MART	C-store
Freshippo	Réel
Lianhua Supermarket	No.1 Department Store
Alibaba	New World Department Store
VIPSHOP	Sogo Shanghai
Suning.com	C&U
EASY JOY	Alldays
LAWSON	

/ For Coffee /

Starbucks	U.B.C COFFEE
Luckin Coffee	Nan Shan Coffee
Tims	UP coffee
Lucky Cup Coffee	DIO COFFEE
NOWWA Coffee	Peet's Coffee
Costa	Seesaw Coffee
M Stand	LAVAZZA
Manner	Spade Manlife Coffee
COTTI Coffee	NORTINGDUN Lark
Be Star Coffee	%Arabica
Blue Mountain Coffee	Maan Coffee
Mellowr Coffee	T97 Coffee
Yongpu Coffee	algebraist COFFEE
Pacific Coffee	BELRAY COFFEE

*The above items are not in any particular order

Exhibition Categories



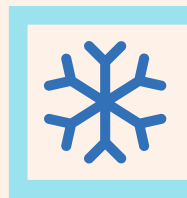
Catering Equipments & Supplies



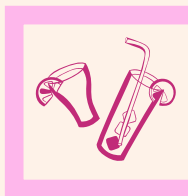
Tableware



Fine Food



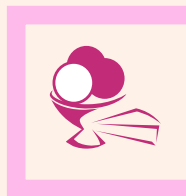
Refrigeration Equipment



Beverage



Coffee & Tea



Ice Cream & Dairy



Baking Equipment & Raw Materials



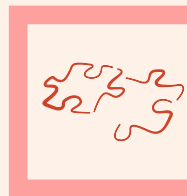
The Bar & Drinks



Food & Catering Packaging



Central Kitchen Equipment &
Food Machinery and Equipment



Brand Franchising &
Chain Store Resources

Part of Excellent Exhibiting Brands



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Events

During each edition of HOTELEX Shanghai, over 50 high-impact professional skills competitions and summit forums take place. These include internationally certified events like Series of the World Barista Championship as well as leading industry forums like the China Catering BOSS Conference, Catering Industry Summit, and New Trend Food and Beverage Conference, each attracting thousands of attendees. By sponsoring these events, exhibitors gain direct access to end-users and procurement decision-makers, enabling precise product promotion and expanded industry influence among tens of thousands of participating professionals.

| International Certified Top Events |

| Coffee Competitions |

2026 China Brewers Cup / 2026 China Latte Art Championship

2026 China Barista Championship / 2026 China Coffee Roasting Championship Shanghai Division

| Own-running Competitions |

| Beverage | Chocolate | Light Meals |

2026 World Fashion Drinks Competition / The 13th China Master Bartender Competition / IMW World Pastry Chocolate Gelato Championship & FIPGC China Selection / 2026 Shanghai International Pizza Masters - East China Division & Final / The 6th CFCA Chocolate Talent

| Culinary | Table Setting |

2026 "SEARCH" China Inheritance and Innovation Chinese Cuisine Challenge / 2026 HOTELEX "Rising Star" China International Young Chefs Competition / 2026 HOTELEX Shanghai Tourism Hotel Industry Catering Platform Setting Skills Competition

Forums & Conferences: Stimulating Industry Dialogue and Accelerating Development

Food Delivery New Leader Development Conference / New Order Of Catering Chain · China Catering Industry Summit Forum / Annual Restaurant Design Conference & Unveiling of the Top Restaurant Designers List / Shanghai Group Meat High Quality Development Forum / Catering Hit Product Trends Forum / China Hotel Catering Digitalization and Green Engineering Construction Development Conference / Central Kitchen (Prefabricated-dishes Factory) Construction and Development Summit / Central Kitchen Supply Chain Innovation & Development Conference / China Catering BOSS

Sponsorship of Events: Apple.zhang@imsinoexpo.com

Sponsorship of Forums & Conferences: Flora.tao@imsinoexpo.com

*The final event arrangement will be subjected to the scene



HOTELEX was among China's pioneers in implementing "integrated exhibition-network" strategy. After a decade of development, it has established a comprehensive B2P2C digital marketing platform that delivers year-round, boundary-free services to both buyers and suppliers, seamlessly bridging online and offline channels.

DIGITAL PLATFORM BUSINESS

47,543,276+

VIEWS

17,811,427+

VISITS

8,000+

SUPPLIERS

50,000+

PRODUCT DATABASE

Hosted Buyer Program

The Hosted Buyer Program of HOTELEX is specially designed for the entire hospitality and foodservice industry. As the organizer, we invite selected high-quality exhibitors and professional buyers—including distributors, franchisers, and importers—to participate in exclusive pre-scheduled one-on-one business matchmaking sessions on site. This format allows both parties to conduct efficient channel optimization and product selection, thereby achieving more substantive business exchanges and cooperation opportunities.

50+ One-on-One Business Meetings

Tailored matchmaking sessions brought together five-star hotel groups, restaurant chain operators, and leading F&B importers, resulting in valuable partnerships and long-term collaborations.

Direct Access to Decision Makers

Hosted buyers include representatives from F&B or restaurant associations and major hotel groups. This facilitates direct engagement with exhibitors' decision-makers, significantly reducing communication costs and streamlining procurement.

Grow Globally with Local Insight

These face-to-face meetings offer more than just leads—they provide market-specific intelligence and open doors to trusted distribution networks.

Unlock Exclusive VIP Perks designed for business Success

Enjoy all VIP benefits on the site of HOTELEX, including access to the VIP Lounge, welcome package and accommodation during the exhibition period (Only for VIP delegations).



Marketing Matrix

- ♦ Three official website: HOTELEX, FHC, SYgle.com
- ♦ Mobile App — DTS HoReCa which is containing all information about HOTELEX and FHC such as exhibitor list, visitor guide, invitation letter, etc.
- ♦ New Media Matrix: More than 40 own media accounts with 1,800,000 followers
- ♦ Overseas social media accounts in Facebook, LinkedIn, Instagram, TikTok, YouTube, etc. with more than 130,000 followers.

New Media Channel



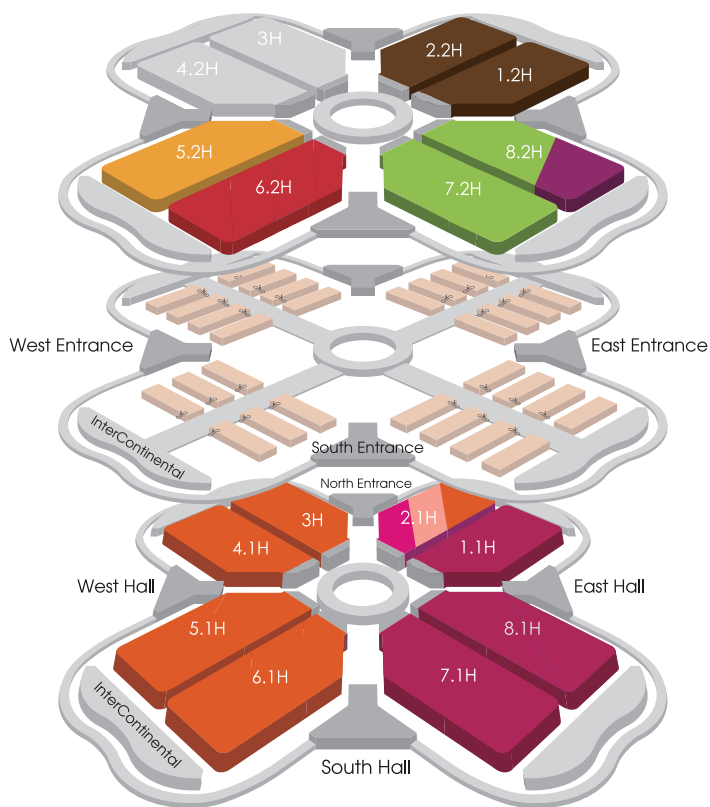
Media Partner



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3F

COFFEE & TEA	1.2 - 2.2H
TABLEWARE	5.2H
SFE	6.2H
FINEFOOD	7.2H
SNACK FOOD CONFECTIONARY & CHOCOLATE COFFEE FESTIVAL, THE BAR & DRINKS	8.2H

2F Mezzanine

1F

BEVERAGE	1.1H, 7.1H, 8.1H
ICE CREAM, DAIRY AND BAKERY	2.1H
CATERING EQUIPMENT INTEGRATION	3H
CATERING EQUIPMENT INTEGRATION DISHWASHING	4.1H
CATERING EQUIPMENT INTEGRATION REFRIGERATION KITCHEN ACCESSORY EQUIPMENT	5.1H
CATERING EQUIPMENT INTEGRATION CENTRAL KITCHEN FOOD MACHINERY	6.1H

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

7-8F, Urban Development International Tower, No.355, Hongqiao Road, Shanghai, 200030, China

Tel: 021-3339-2242 Email: Alex.ni@imsinoexpo.com

www.hotelex.cn/en/shanghai

@ HOTELEX Shanghai

@ HOTELEX